CLAIMS

I/We claim:

[c1]   1.   A computer system for requesting advertisements to be placed along with content, comprising:

an advertisement generator that generates advertisement sets, each advertisement set identifying a keyword and an advertisement;

a fee calculator that calculates fee amounts for advertisements;

an advertisement submitter that sends to an advertisement placement service a request to place an identified advertisement along with content associated with the identified keyword at a fee amount; and

an advertisement manager that receives from the advertisement generator advertisement sets, receives from the fee calculator a fee amount for each advertisement set, and provides to the advertisement submitter a request to place an advertisement associated with the advertisement set at the received fee amount.

[c2]   2.   The computer system of claim 1 wherein the fee amount is a bid for an auction.

[c3]   3.   The computer system of claim 1 including multiple advertisement generators that each generate advertisement sets using different algorithms.

[c4]   4.   The computer system of claim 1 wherein the advertisement manager selects an advertisement for a keyword based on analysis of the likelihood of users selecting the advertisement when it is placed along with a content associated with the keyword.

[c5]   5.   The computer system of claim 4 wherein the selection of an advertisement is further based upon income resulting from users selecting that advertisement.

[c6]   6.   The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter being associated with an advertisement placement service.

[c7]   7.   The computer system of claim 1 including a database containing statistics relating to placements of advertisements.

[c8]   8.   The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

[c9]   9.   A method in a computer system for placing advertisements, the method comprising:

generating advertisement sets that specify an advertisement, a keyword, and an amount;

selecting advertisement sets for placement of advertisements;

requesting an advertisement placement service to place advertisements in accordance with the selected advertisement sets;

analyzing the effectiveness of the placed advertisement for each advertisement set; and

selecting advertisement sets for placement of advertisements based on the analysis.

[c10]   10.   The method of claim 9 wherein the effectiveness of a placed advertisement is based on profit resulting from a user selecting an advertisement.

[c11]   11.   The method of claim 9 wherein the advertisement service places advertisements with search results with a search term matching the keyword.

[c12]   12.   The method of claim 9 wherein the advertisement service places advertisements with content associated with a keyword that matches the keyword of an advertising set.

[c13]   13.   The method of claim 9 including calculating the amount based on advertising metrics.

[c14]   14.   The method of claim 13 wherein the amount is adjusted based on advertising metrics.

[c15]   15.   The method of claim 9 wherein the advertisement sets are automatically generated by an advertisement generator.

[c16]   16.   The method of claim 15 wherein the advertisement sets are selected based on effectiveness of the advertisement generator that generated the advertisement set.

[c17]   17.   The method of claim 9 including calculating the bid amount based on a profit-based algorithm.

[c18]   18.   The method of claim 9 including calculating the bid amount based on a revenue-based algorithm.

[c19]   19.   The method of claim 9 wherein the advertisement placement service is a search engine service.

[c20]   20.   The method of claim 9 including filtering the generated advertisement sets based on frequency of keywords.

[c21]   21.   The method of claim 9 including filtering the generated advertisement sets based on desirability of keywords.

[c22]   22.   A computer-readable medium containing instructions for controlling in a computer system to placing advertisements, by a method comprising:

generating advertisement sets that specify an advertisement, a keyword, and an amount;

selecting advertisement sets for placement of advertisements based on the analysis effectiveness of previously placed advertisements; and

requesting an advertisement placement service to place advertisements in accordance with the selected advertisement sets.

[c23]   23.   The computer-readable medium of claim 22 wherein the effectiveness of a placed advertisement is based on profit resulting from a user selecting an advertisement.

[c24]   24.   The computer-readable medium of claim 22 wherein the advertisement service places advertisements with search results with a search term matching the keyword.

[c25]   25.   The computer-readable medium of claim 22 wherein the advertisement service places advertisements with content associated with a keyword that matches the keyword of an advertising set.

[c26]   26.   The computer-readable medium of claim 22 including calculating the amount based on advertising metrics.

[c27]   27.   The computer-readable medium of claim 26 wherein the amount is adjusted based on advertising metrics.

[c28]   28.   The computer-readable medium of claim 22 wherein the advertisement sets are automatically generated by an advertisement generator.

[c29]   29.   The computer-readable medium of claim 28 wherein the advertisement sets are selected based on effectiveness of the advertisement generator that generated the advertisement set.

[c30]   30.   The computer-readable medium of claim 22 including calculating the bid amount based on a profit-based algorithm.

[c31]   31.   The computer-readable medium of claim 22 including calculating the bid amount based on a revenue-based algorithm.

[c32]   32.   The computer-readable medium of claim 22 wherein the advertisement placement service is a search engine service.

[c33]   33.   The computer-readable medium of claim 22 including filtering the generated advertisement sets based on frequency of keywords.

[c34]   34.   The computer-readable medium of claim 22 including filtering the generated advertisement sets based on desirability of keywords.